

DRAFT: Sample Press Release

2012 World Breastfeeding Month Celebration

[City], [State], [Date] - Keeping connected has become a vital part of everyday life. More and more people are turning to their communities, both physically and digitally, for education, resources, and to share their experiences. Help your local community support breastfeeding moms by connecting, sharing, collaborating, and partnering with breastfeeding supporters.

The online community provides quick access to unlimited information using social networks, smartphone apps, and other technologies. WIC is committed to increasing support in the digital community for women, their families, and their friends, by providing portable resources. The Texas Department of State Health Services celebrates World Breastfeeding Month with the theme, Connecting Communities: Strengthening Support for Breastfeeding Moms.

“In the age of Googling, Tweeting, Facebooking, blogging, and texting, most people rely on technology for organization and information,” says [insert local spokesperson]. “WIC provides invaluable resources to the digital community via apps and websites, in addition to the local clinics already serving communities. Breastfeeding moms rely on these fingertip resources, which may determine whether or not a mother begins and continues breastfeeding. It is up to our community to connect with each other so we can support these moms and their efforts to provide the optimal source of nutrition and comfort for their babies.”

Join (name of local agency or clinic site) celebration of World Breastfeeding Month on August (date) with (event or activities) at (address). The (event or activities) will be from (time) to (time), is open to the entire community, and will include activities to teach expectant women, moms and family members how to connect with breastfeeding support in our community. We look forward to connecting with you.

Join our online community at [Facebook] or follow us on Twitter [@twitteraccount].

For more information on breastfeeding visit www.breastmilkcounts.com

For more information about World Breastfeeding Month, visit

<http://www.dshs.state.tx.us/wichd/bf/wbm.shtm>

<http://www.waba.org.my/>

<http://www.lllusa.org/wbw/>

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